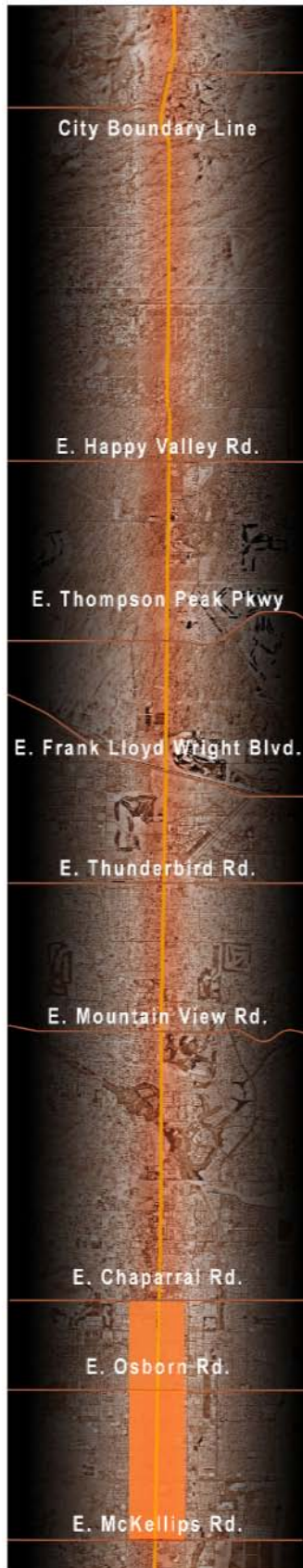


Scottsdale Road

Streetscape Master Plan, Design Guidelines, and Preliminary Design

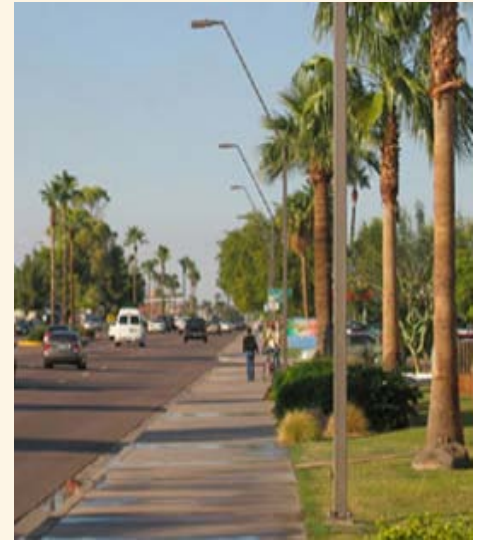
Project Information Sheet • May 2005



Project Description

The City of Scottsdale is developing a master plan and streetscape design plans for Scottsdale Road. The project contains four main elements:

- Comprehensive streetscape master plan and design guidelines for the entire 27-mile length of Scottsdale Road
- Preliminary streetscape design (30-percent design drawings) for Scottsdale Road from McKellips Road to Osborn Road
- Preliminary streetscape design (30-percent design drawings) for Scottsdale Road from Osborn Road to Chaparral Road
- Downtown Multi-Modal Circulation Study



Existing conditions on southern segment of Scottsdale Road near McKellips

Project Purpose

The overall purpose of the project is to create an integrated “signature” streetscape design that will enhance the aesthetic of the road, respect the positive qualities of the existing neighborhood characteristics, provide opportunities for public art, improve mobility for pedestrian, bicycle, and transit travel, and preserve the opportunity for future high capacity transit.

Project Goals

- Establish an identity and visual character for Scottsdale Road as a “signature” corridor along its entire length.
- Recognize and strengthen the sense of place of the established unique character areas along Scottsdale Road, while linking each to the next adjacent one.

(Continued on back)

You're Invited!

Please come to an interactive workshop to express your thoughts about how to enhance the corridor's identity and visual character.

Public Workshop

Wednesday, May 25, 2005
6:30-8:30 p.m.

Community Design Studio
~ Nave ~

7506 E. Indian School Road
(NE corner of Indian School Road
and 75th Street)
Scottsdale, AZ 85251

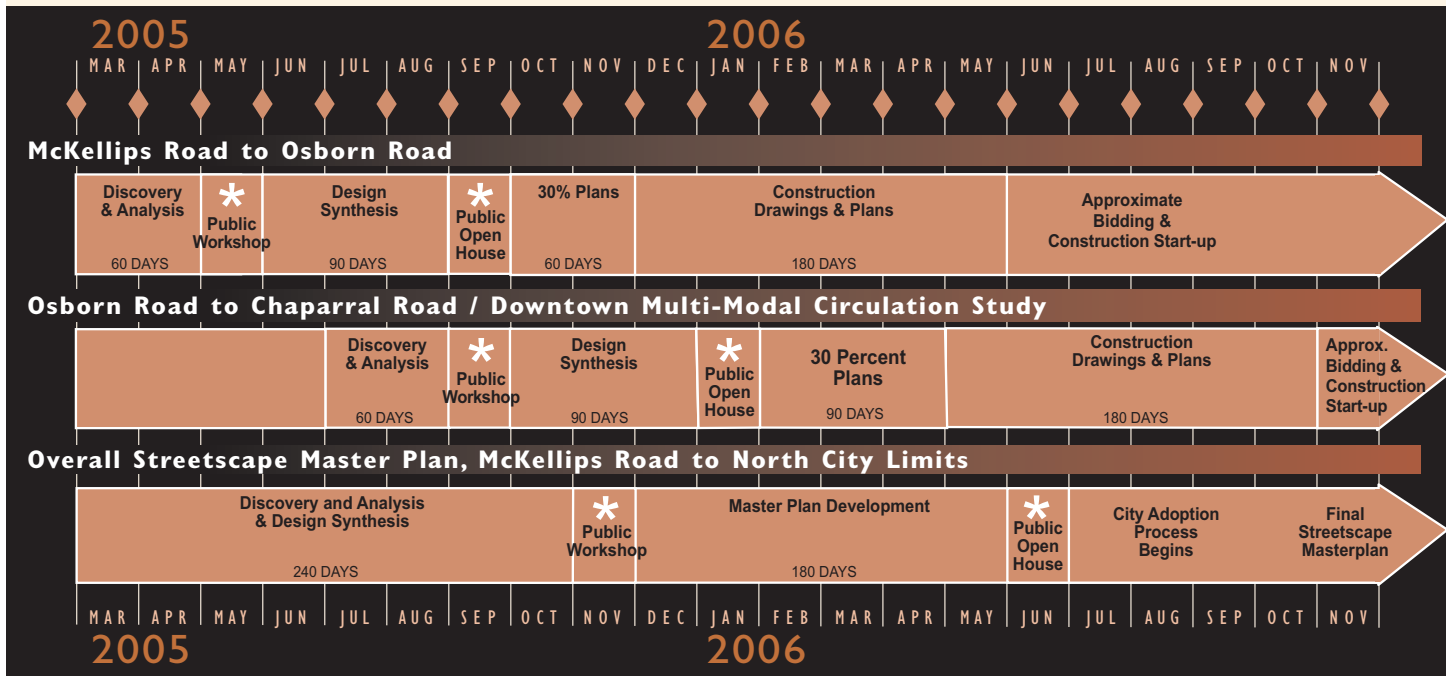
Questions?

For more information please contact
City of Scottsdale Project Manager: Dawn M. Coomer
Phone: (480) 312-7637 • Email: dcoomer@scottsdaleaz.gov

Project Schedule

The project will initially focus on the streetscape design of the southern most segment of the corridor from McKellips Road north to Osborn Road. During the project's second phase, the design team will focus on the streetscape design of the downtown portion of the corridor from Osborn Road north to Chaparral Road. The design team will also conduct a Downtown Multi-Modal Circulation Study during the initial phase of the project. The streetscape designs for the two segments described above will then be developed into construction drawings.

On a concurrent project schedule, an overall streetscape master plan and design guidelines will be developed for the entire length of Scottsdale Road. The master plan will address the remaining segments of Scottsdale Road building upon decisions made during the initial and second phases of the project.



Project Goals

Continued from page 1

- Challenge the community and adjacent property owners to look beyond the “norm” to achieve a higher level of character and pride along this vital corridor.
- Strategize ongoing opportunities, both public and private, to realize the vision, which will exemplify the community values of the signature street.

Design Team

Otak, Inc. in association with:

- Thomas Balsley Associates; Urban Design & Landscape Architecture
- Selbert Perkins Design; Environmental Graphic Design
- DKS Associates; Traffic Engineering
- Buster Simpson; Public Artist
- Bob Adams; Public Artist

In partnership with the City of Scottsdale and the Scottsdale Cultural Council.

